



TRAVEL GUIDE REQUEST LEAD GENERATION PROGRAM

NOW FREE
FOR
QUALIFYING
PARTNERS

HOW IT WORKS

- Over 100,000 qualified leads generated from this program to community partners in 2018
- Available to non-profit DMO, tourism promotion agencies
- A singular brochure/fulfillment piece must be used that directly matches with the name/title of the listing
- Due to data privacy, leads cannot be shared with other organizations, businesses or partners
- DMO will receive a daily report including a list of site visitors who have requested to receive your brochure by mail or access your lead report anytime.
- Site visitors will receive an email from Explore Minnesota with your custom message upon requesting your brochure. Use this opportunity to provide a short snippet of information about your destination and to set expectations about when they will receive your brochures or link directly to your digital brochure.

Email completed form to:
beth.helle@state.mn.us
651-757-1872

The screenshot shows the Explore Minnesota Travel Guides website. It features a grid of travel guides with titles like '2019 Explore Minnesota Travel Guide', '2019-20 Minnesota Highway Map', and '2019-20 Minnesota AT/Passport'. Below the grid is a 'FREE GUIDES BY REGION' section with a list of regions and their corresponding guides. At the bottom is a 'Contact Information' form with fields for Name, Phone Number, Email, and City.

Contact Name:

Contact Email:

Contact Phone:

Address:

Name of DMO:

Custom Contact Email Message: 200 characters (including spaces)

Tell the visitor when to expect your guide to arrive, and keep them engaged by telling them where they can learn more about your destination.

☐ Photo: at least 640px wide

.jpg. file format. Square orientation. You may choose a photo that is already associated with your listing on ExploreMinnesota.com

Email address to receive leads:

Amount of leads:

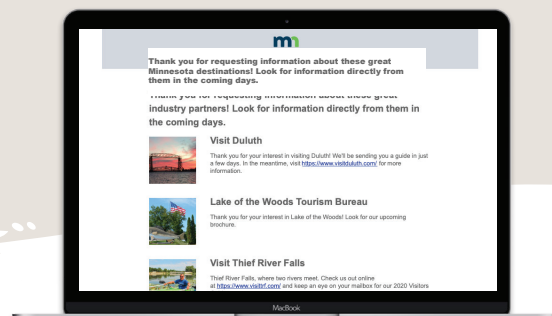
☐ Unlimited

☐ No Charge

☐ Annually

OR date range:

Signature:





TERMS AND CONDITIONS

PARTNER CONTENT

Partners are solely responsible for any information contained within their own advertising on exploreminnesota.com. Explore Minnesota reserves the right to remove any language deemed to be offensive, misleading, inaccurate, or is not in the best interest of the agency. Explore Minnesota reserves the right to make final determination of appropriate advertising.

Information about the sale of property, time share, or membership is prohibited within listings or other advertising on exploreminnesota.com. Explore Minnesota reserves the right to edit listings, and to periodically review listings for continued eligibility.

USE OF COPYRIGHTED BRANDS, IMAGES AND CONTENT

Partners must use their own graphics, text, marks or use license free graphics, audio, video or texts in creation of content and advertising. Use of all trademarks and brands are subject to the provisions under the respective labeling law and the rights of the copyright holder.

LEADSHARE/BROCHURE REQUEST

Inquiries for partners on the lead generation page are generated by the consumer and are forwarded directly and automatically from the website. Explore Minnesota does not review the information in the leads, and is not responsible for content.

DATA PRIVACY

Partners agree to abide by all current federal, state and international data privacy laws. Any violation or mishandling of consumer data generated from this program may result in suspension or termination from this program and subsequent disqualification from future Explore Minnesota programs.

ADVERTISING ACTIVATION

Advertisers must allow up to ten (10) business days from time of receipt of contract and creative assets for opportunities to be activated.

ACCURACY OF INFORMATION

Partner is responsible for ensuring the accuracy of their own listing/ad and associated contact information or links. Any change or correction must be reported in a timely manner, in writing (e-mail is acceptable) to Explore Minnesota. If a problem is found to have occurred that caused the partner to not receive services as contracted, reimbursement for any loss of services will be limited to the specific contract line item and for a maximum of one month prior to the discovery and notification to Explore Minnesota.

PAYMENT TERMS

Opportunities will be invoiced to partners at the start of the activation and are payable upon receipt. Explore Minnesota reserves the right to discontinue partner opportunities for lack of payment.